## REMARKS

1. Specification. The Examiner has indicated that on page 4, line 14, a preference for the use of the word "that" as opposed to the word "who." Applicant has made appropriate amendments and submits herewith replacement page 4.

The Examiner has also indicated that the phrase "where said user is and sponsors" is incomplete and unclear. Applicant has struck this phrase from the application for sake of clarity. A replacement page 8 accompanies this submission.

Finally, the Examiner has indicated that the term "internet" should be "Internet." Accordingly, Applicant has submitted appropriate replacement pages in which the term has been set forth with a leading capital letter.

2. Claim objections

The Examiner has objected to claim 1 in connection with term "...providing said user a menu..." To address this objection, Applicant has reworded the language of Claim 1 to indicate this step is "...providing a menu from which a user may select...".

In connection with Claim 9, the Examiner has indicated that the phrase "a user choosing a combination..." apparently should be "choosing by a user a combination...". Applicant has made the suggested revision to Claim 9.

Finally, the Examiner has indicated that throughout the claims the word "internet" should be "Internet." Applicant has made appropriate revisions to the claims.

3. 35 USC 112.

Claim 1 has been objected to under 35 USC 112 in that the phrase "the application selected by the user takes on the look and feel, also known as skin...paragraph [0013] in the specification, does not enable the claim limitation "wherein said skin comprise of at least one of a background image...". Responsive thereto, Applicant has struck this language from Claim 1. Accordingly, Claim 1 is now in compliance with 35 USC 112.

The Examiner has also indicated that "the look and feel, also known as skin" as recited in Claims 1 and 15 are interpreted as — a logo or a trademark of the sponsor--. Applicant takes issue with this characterization of the term skin. As set forth in the specification on page 5, lines 5-10, paragraph [0013], Applicant states that "[t]he scheme of the response may include the logo, icon(s), trademark, combination of colors, etc. associated with the sponsor...". Accordingly, Applicant has assigned a much broader meaning to the term skin and the Examiner's limiting interpretation is not appropriate in view of the broad teaching of the specification.

4. 35 USC 102

Claim 15 has been rejected under 35 USC 102 as being anticipated by Krishan, *et al* as well as by Toader. Applicant has canceled claim 15 and the rejections under 35 USC 102 in view of the cited art are deemed to be moot.

The Examiner has rejected Claims 1-14 under 35 USC 102 as being anticipated by Alles. Alles provides targeted advertising in the form of a banner ad that may be displayed from time to time when a user is accessing a program. Alles refers to this as two tiered, real time targeting of advertising in which advertising is provided both demographically and reactively.

In contrast thereto, the claimed invention does not provide advertising in real time, and further does not provide advertising demographically or reactively. Rather, the claimed invention allows the user to specify a web interface in the form of a skin that comprises advertising that has a look and feel of the selected sponsor. A user selects various applications and/or services and receives use of these applications and/or services for free in exchange for a background accompanying these applications and/or services in the form of a skin that has the look and feel of a particular sponsor. This appearance is provided every time a user accesses and uses the application and/or service. Thus, there is nothing in the claimed invention that concerns targeted advertising, let alone real time provision of advertising based on demographics and/or reactive information, as taught by Alles. Accordingly, Alles is irrelevant with regard to the Applicant's claimed invention.

In view of the foregoing, the claimed invention is deemed to be patentable in view of the state of the art of record, and the claims as now presented are deemed to be in allowable condition. Accordingly, Applicant respectfully requests the Examiner withdraw his rejections thereof and issue Notice of Allowance such that the application may granted as U.S. Letters Patent. Should the Examiner deem it helpful, he is encouraged to contact Applicant's attorney, Michael A. Glenn at (650) 474-8400.

Respectfully submitted,

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